

To: Palmer, G, Kuruc, Nick, Girard, Jay, Bellinger, D, Barney, Kevin
From: S=Noxon; G=Kathryn; I=W.; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 10/30/96 18:13
Opened: 10/31/96 8:10
Subject: Trade Marketing Adjustments

As Information, attached is a spreadsheet outlining the production charges for Trade Marketing programs that have been charged to the Retail Accrual statements so far in October. Charges are not made to the Retail Accrual Statements until we have processed payment for the production charges in Home Office. Therefore, you may have other programs that have not had their Retail Accrual statements charged to date. You will be notified each time the Retail Accrual statements are adjusted for Trade Marketing programs.

As a reminder, SOME Trade Marketing programs will require redemption to be paid to the Retail account for coupons redeemed during the program. The RJR manager handling the program is responsible for making these payments, as applicable. When these payments are made, please indicate in the TPS description what Trade Marketing program you are paying and use the chain's headquarter SIS account number as indicated on the attached spreadsheet.

This will allow us to monitor this information in Home Office and not ask you for any additional reporting on redemption payments.

Please feel free to call me if you have any questions or need any further information.

Kathryn Noxon
(ext. 2559)

[[10-96ADJ.XLS : 3656 in 10-96ADJ.XLS]]

CC: S=Wadia; G=K.N.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Qualkinbush; G=Steve; I=R.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Odom; G=J. Tom; O=msmail; P=rjrt; A=rjrx400; C=us
S=McLaurin; G=Jacqueline; I=M.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Lail; G=Nikki; I=D.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Fitzgerald; G=Don; I=P.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Ellegate; G=John; I=J.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Cullip; G=Anne; I=H.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Corbett; G=Rick; I=R.; O=msmail; P=rjrt; A=rjrx400; C=us

51850 0407

**Direct Marketing Retail Accrual Costs
Charged to Retail Accrual Statements in October, 1996**

<u>Division</u>	<u>Region</u>	<u>SIS Account #</u>	<u>Manager</u>	<u>Account Name</u>	<u>Format</u>	<u>ID #</u>	<u>Mail Date</u>	<u>Production Amount</u>
1240	12	574890	N. Kuruc	Quick Chek	PC	P32	23-Sep	\$10,136.39
2642	26	170173	J. Murphy	E- Z Mart	RF	R14	17-Jun	\$11,483.98 (N 2)
2946	29	530577	K. Barney	Sentry	PC	P23	23-Sep	\$ 6,549.14
6340	63	685021	J. Girard	Tom Thumb	PC	P33	23-Sep	\$ 9,806.14
6340	63	98576	J. Girard	Food Folks	PC	P35	23-Sep	\$ 2,287.31
6344	63	568058	G. Palmer	Kwik Trip	PC	P38	9-Sep	\$ 2,393.00 (N 1)
6344	63	636120	G. Palmer	SSG Auto Shop	PC	P34	23-Sep	\$ 3,778.89
6742	67	319299	D. Bellinger	Hop In	PC	P36	23-Sep	\$ 6,210.61

Notes:

PC = Postcard
 RF = Roll - fold
 V- RF = Vertical roll - fold

Note 1: Amount charged to the Retail Accrual statement has been reduced for the payment received by the account.

Note 2: Additional production charges that were not included in the initial charge to Retail Accrual in September.

10/31/96

8050 05815

10-96ADJ.XLS